



ATLANTIC COAST CONFERENCE

OFFICE OF THE COMMISSIONER

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March 29, 1993

BY HAND

Ms. Donna R. Searcy
Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, D.C. 20554

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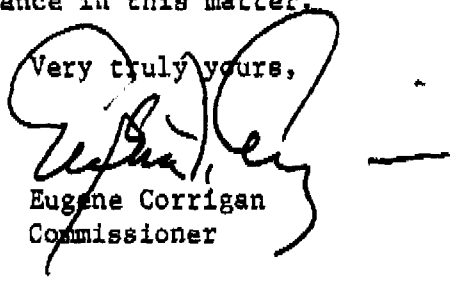
Re: PP Docket No. 93-21
Sports Migration Inquiry

Dear Ms. Searcy:

Transmitted on behalf of the Atlantic Coast Conference are an original and nine copies of the its Comments in the above-referenced proceeding. We would appreciate your assistance in distributing a personal copy of the Atlantic Coast Conference's Comments to each Commissioner.

Thank you for your assistance in this matter.

Very truly yours,


Eugene Corrigan
Commissioner

Enclosures

Before The
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

In the Matter of

Implementation of Section 26 of the
Cable Television Consumer Protection
and Competition Act of 1992

Inquiry into Sports Programming
Migration

PP Docket No. 93-21

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COMMENTS OF THE ATLANTIC COAST CONFERENCE

The Atlantic Coast Conference ("ACC") submits these comments in response to the Commission's Notice of Inquiry ("Notice") in this proceeding. The ACC has continued to expand the sports programming available to television viewers by supplementing over-the-air broadcasts with cable carriage of additional sporting events. Thus, the ACC's relationship with Home Team Sports ("HTS"), a regional cable sports programming service, has not decreased existing broadcast coverage of ACC football and men's basketball games, but has expanded its television coverage to include other sports, particularly women's sports, for which broadcasters have shown little or no interest.

The Notice states that the Commission intends to focus on professional sports and college football and basketball. Notice at ¶5. It also seeks information about cable carriage of sports "programming that otherwise would not have been trans

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mitted via video at all," and specifically questions whether the public is "better served by the current mix [of broadcast and cable sports programming] than it was before?" Id. at ¶30. In these comments, the ACC provides information addressing each of these issues.

The ACC is comprised of the following universities: Clemson University; Duke University; Florida State University; Georgia Institute of Technology; North Carolina State University at Raleigh; University of Maryland; University of North Carolina at Chapel Hill; University of Virginia; and Wake Forest University. ACC football and men's basketball games have been and continue to be widely available on broadcast television. Through its agreement with HTS, the ACC has expanded its television coverage to a variety of ACC men's and women's sporting events other than football and men's basketball, for which broadcasters have shown no interest.

Through its membership in the College Football Association ("CFA"), certain football games involving ACC teams are televised nationally or regionally pursuant to an agreement between ABC/ESPN and the CFA. The television rights for other ACC football games which are not covered by the CFA agreement are held by the Jefferson Pilot Sports Division of Jefferson Pilot Communications Company ("Jefferson Pilot") pursuant to an agreement between Jefferson Pilot and the ACC. Jefferson Pilot syn-

icates approximately 13 additional ACC football games to individual broadcast stations or to ESPN.

The television rights for ACC men's basketball games are held jointly by Raycom Sports, Inc. ("Raycom") and Jefferson Pilot, doing business as Raycom Sports/Jefferson Pilot Sports Network ("RJPN"). RJPN arranges for certain men's basketball games involving ACC teams to be televised nationally or regionally by the broadcast networks and/or ESPN. Those games not broadcast nationally or regionally by the networks or cablecast by ESPN are syndicated by RJPN to individual broadcast stations.

The ACC agreement with HTS has been essential in providing television coverage for a variety of ACC sports events other than football and men's basketball for which broadcast television networks or stations have shown little or no interest. In particular, HTS has been instrumental in providing television coverage of ACC women's basketball. For example, this year HTS provided live coverage of several regular season women's basketball games and the ACC championship game. The championship game, which went into triple-overtime, was so exciting that HTS delayed its normal broadcast schedule in order to cover the game in its entirety.¹

¹ As they had done with a previous game between the University of Maryland and University of Virginia women's basketball teams, HTS and Adelphia Cable agreed to make the HTS feed of the championship game available to broadcast station WVIR-TV in Charlottesville, Virginia, so that all fans of the University of Virginia women's team could see the game.

HTS also provides the only television coverage of a variety of other ACC sports events. Pursuant to its agreement with the ACC, HTS features a weekly two-hour program entitled "ACC Sports Sunday," which will provide a total of more than fifty hours of televised ACC sports events and highlights. ACC Sports Sunday will provide coverage of ACC events such as men's and women's swimming, track and field, soccer, volleyball, cross-country and women's field hockey. HTS also will cover the ACC men's baseball finals and 21 other ACC championship games.

In short, HTS coverage of certain ACC sports events has not resulted in the "migration" of ACC football and men's basketball games from broadcast television to cable. Rather, HTS has expanded television coverage of a variety of other ACC sports events which broadcast television networks and stations have been unwilling to carry.

March 29, 1993

Respectfully submitted,

ATLANTIC COAST CONFERENCE

By 

Eugene Corrigan
Commissioner

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